

## Claims

What is claimed is:

1. A method for carrying out a sponsorship exchange, comprising:
  - recording a request of at least one asset or service submitted by an event owner in connection with an event;
  - determining whether the event owner is interested in trading at least one sponsorship opportunity to at least partially defray a cost associated with the request; and
  - if the event owner is determined to be interest in trading the at least one sponsorship opportunity, performing the following:
    - presenting to the event owner a sponsorship offer; and
    - facilitating an agreement as to the sponsorship offer.
2. A method for carrying out a sponsorship auction, comprising:
  - defining a plurality of sponsorship opportunities associated with at least one of an event, an entity, and an event owner;
  - taking at least one bid associated with at least one of the sponsorship opportunities;
  - recognizing the at least one bid as a winning bid based on a comparison of the bid to predetermined criteria associated with the corresponding sponsorship opportunity and to one or more competing bids; and
  - transmitting the winning bid to at least one of the entity and the event owner.